



WXYZ

ORDER

Print Date 08/30/12

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Flight Dates **09/04/12-09/10/12**

Contract / Revision **309705 /**

Original Date / Revision
08/30/12 08/30/12

Advertiser **Michigan Democratic State (**

Agency **Three Point Media**

Buying Contact

**1322 G St, SE
Washington, DC 20003**

Product

MDSCC

Agency Com 15%

Billing Contact

**1322 G St, SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1591**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL PARTY

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	52	\$36,295.00	\$42,700.00	0.00	08/27/12	09/10/12	52	\$36,295.00	\$42,700.00
Totals	52	\$36,295.00	\$42,700.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/04/12	09/10/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	11111--		5		\$150.00		0.00				
N 2	WXYZ	09/04/12	09/10/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,200.00	FX	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	11111--		5		\$1,200.00		0.00				
N 3	WXYZ	09/08/12	09/08/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$300.00	P-4	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

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Contract / Revision **309705** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Michigan Democratic State** Product **MDSCC**

Estimate # **1591**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/08/12	09/08/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S-					1	\$300.00		0.00			
N 4	WXYZ	09/08/12	09/08/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S-					1	\$750.00		0.00			
N 5	WXYZ	09/09/12	09/09/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S					1	\$750.00		0.00			
N 6	WXYZ	09/09/12	09/09/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S					2	\$500.00		0.00			
N 7	WXYZ	09/04/12	09/10/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	11111--					5	\$800.00		0.00			
N 8	WXYZ	09/04/12	09/10/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	11111--					5	\$600.00		0.00			
N 9	WXYZ	09/04/12	09/10/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	11111--					5	\$1,000.00		0.00			
N 10	WXYZ	09/04/12	09/10/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	11111--					5	\$1,000.00		0.00			
N 11	WXYZ	09/05/12	09/07/12	5p News 5-6pm M-F	CM	5-6pm M-F	--1-1--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	--1-1--					2	\$1,200.00		0.00			
N 12	WXYZ	09/04/12	09/10/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-1---	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	11-1---					3	\$1,500.00		0.00			
N 13	WXYZ	09/05/12	09/07/12	7p News M-F 7-730p	CM	7-730pm M-F	--1-1--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	--1-1--					2	\$1,500.00		0.00			
N 14	WXYZ	09/09/12	09/09/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S					1	\$800.00		0.00			
N 15	WXYZ	09/05/12	09/07/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	--1-1--	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **309705** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Michigan Democratic State** Product **MDSCC**

Estimate # **1591**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	09/05/12	09/07/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-- 1- 1- -	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-- 1- 1- -					2	\$500.00		0.00			
N 16	WXYZ	09/04/12	09/10/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11- 1- - -	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	11- 1- - -					3	\$250.00		0.00			
N 17	WXYZ	09/08/12	09/08/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	- - - - - S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	- - - - - S-					1	\$250.00		0.00			
N 18	WXYZ	09/09/12	09/09/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	- - - - - S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	- - - - - S					1	\$750.00		0.00			
N 19	WXYZ	09/09/12	09/09/12	SU 12a-1a SU 12a-1a	CM	12am-1am	- - - - - S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	- - - - - S					1	\$200.00		0.00			
N 20	WXYZ	09/07/12	09/07/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	- - - - F- -	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	- - - - F- -					1	\$2,500.00		0.00			
Totals														52	\$42,700.00